Winter 2014

StaplReview



Sturdivant Elected **Board Chairman**

Staplcotn's **Newest Directors**

A Message from the President

Long-term Benefits



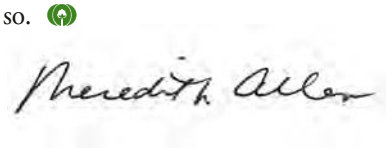
Not much has changed in cotton over the past few months. We are in the tail-end of a pretty decent cotton harvest in terms of yield and quality, but prices remain depressed in cotton due to a large world-wide supply glut. So, rather than write about cotton supply and demand, I wanted to highlight a few basic benefits of being a member of Staplcotn.

First, despite the current downturn in prices, Staplcotn is stronger financially than at any time in its past 93 years. Good cycles and then challenging cycles are the norm in agriculture. Whether on the farm or at your marketing cooperative, market volatility, harsh weather, and other factors that are beyond one's control, can significantly affect your business. Weathering ups and downs with a long-term view has been Staplcotn's strategy for decades, and we will work as hard as ever to do the best job we can marketing your cotton in this difficult environment.

Our goal at Staplcotn is to enhance our members' income no matter what conditions we face. With the change to our corporate structure that our membership approved last September, we will be positioned even better to achieve this objective. We can now better utilize our company's resources and capitalize on our excellent global sales network by marketing non-member cotton for the benefit of all members. We will approach this new opportunity with caution and only when we are confident we can enhance our members' earnings.

Staplcotn has delivered above average market prices to our members for many years. Over an extended period of time, these earnings can truly make a difference to our members and their families.

In times of low prices, Staplcotn is perhaps even more important to its members. Managing the marketing loan gains, along with the timing of our hedges and sales, is extremely important to maximize returns to our growers. Our team has successfully managed these low price environments many times in the past, and I am confident we will continue to do so.



Eastland Retires; Sturdivant Takes the Reins

After 37 years of service to the company, Woods Eastland retired from his final post of Staplcotn and Stapldiscount as Board Chairman on September 17, 2014.

Eastland's first active role in the company began in 1977 when he was elected to serve as a Member of the Board. His knowledge, wisdom, and leadership abilities were so impressive that his fellow board members elected him to serve as Board Chairman in 1981. After serving for five years as Chairman, the Board recognized that Eastland's talents and leadership were needed in the day-to-day operations of the company and hired him to serve as President and CEO. In 2010, he retired from the company as President and was asked to return to the Board Chairman position – a Staplcotn first.



Woods Eastland

Mike P. Sturdivant III, who has served on Staplcotn's Board since 1992, was elected to be Staplcotn's new Board Chairman. Sturdivant reflected on the years of working with Eastland and gave a heartfelt and touching speech at the annual board dinner in September. "Staple has had its ups and downs over the years of its existence, but for the last 33 years under the direction of Woods as Chairman and CEO, Staple has, in my opinion, experienced a level of



Mike P. Sturdivant III

success and prosperity unmatched in its history. Staple has developed one of the finest staffs achievable and I would put them up against any other. Staple has a reputation in the industry that's unsurpassed, and Woods has established a culture at Staple that attracts staff and patrons that want to be a part of Staple's family," he said.

"It's not so much as to what Staple does as it is to WHY they do it. Staple has been able to differentiate themselves on the personality of our people and in turn, Staple has set itself apart from the competition. Staple has set a standard in what it does. This standard has been translated as simple proof of the people at Staple doing a superior job because they BELIEVE in what they are doing. I believe Woods' leadership to be the greatest reason we are all here today basking in the success that Staple is now enjoying, and more importantly, the culture he has created by doing what he believed in, and is now in great hands with Meredith (Allen) and his staff as we go forward."

Sturdivant, who farms in Glendora, Mississippi, also has a proven track record of leadership and success in the farming industry as well as other industries in which he has given his time and talents. Eastland explained, "Staplcotn and Stapldiscount are very fortunate to have Mike as their Chairman. He has been on the Staplcotn Board for 22 years and his abilities were immediately recognized. He has served on the Executive Committee of the Board for years. Mike not only has a grasping mind, but also broad business experience, not only in farming, but also in several large companies which face opportunities and challenges similar to Staplcotn's. He is a down to earth guy who is extremely likeable and who really enjoys people. These and other characteristics led the Board members to select him as Chairman by an overwhelming majority."

In addition to being a respected member and now Chairman of Staplcotn's board, Sturdivant currently serves as a director of the Boy Scouts of America's Chickasaw Council. He serves as a Vice President and Director of the Methodist Rehabilitation Hospital of Jackson. Sturdivant is a Delegate to the National Cotton Council and Past President of Delta Council. He is also a former Director and Chairman of the Federal Reserve Bank of Memphis.



StaplReview's Winter 2003 cover illustrates the "passing of the baton" from outgoing Board Chairman Billy Percy to incoming Chairman Ben Lamensdorf, joined by Woods Eastland, then President and CEO. StaplReview Fall 2010 issue covered the "transition in leadership" with Meredith Allen becoming the new President and CEO, Woods Eastland retiring as President and CEO and becoming Board Chairman, and Ben Lamensdorf retiring as Board Chairman.

Meet Staplcotn's Newest Directors

The members of Staplcotn and Stapldiscount elected two new directors to their boards at the 2014 Annual Meeting held in Greenwood, Mississippi at the corporate headquarters. Phillip H. "Phil" Murray, of Axson, Georgia, was elected for a two-year term and J. Bradley "Brad" Williams, of Burlison, Tennessee, was elected to a one-year term.

Brad Williams is a graduate of Memphis State University with a BBA in Finance as well as a former Cotton Specialist for Staplcotn (1992 – 1995). He is a director for the Southern Cotton Ginners Association and a member of the National Cotton Council Bale Packaging Committee. Williams is an alternate member of the USDA Universal Standards Committee, an advisory board member of Farm Credit of Mid America, and a former cooperative delegate for the National Cotton Council. He is Vice President of the Burlison Gin Company/Kelcot Warehouses LLC.

Williams is married to the former Kerry Kelley, and they have two daughters, Anna Claire and Lexie. They attend Garland United Methodist Church where he serves as a Trustee and Chairman of the Finance Committee.

Phil Murray is a member of the Cotton Partners LLC Board of Directors as well as the Tifton Quality Peanuts Board of Directors. He is also a member of the Atkinson County FSA Committee and Atkinson/Coffee County Extension Advisors Committee.

Murray attended South Georgia College and the University of Georgia. In addition to cotton, Murray farms corn and peanuts. He and his wife, Kelly Park Murray, attend Douglas First Methodist Church.



Brad Williams



Phil Murray

2014-15 Board of Directors

Chairman - Mike P. Sturdivant III - *Glendora, MS*

Meredith B. Allen - *Greenwood, MS*
Coley L. Bailey - *Coffeeville, MS*
Anderson W. Barham - *Oak Ridge, LA*
Laudies D. Brantley, Jr. - *England, AR*
Clay H. Clark - *Swainsboro, GA*
Walter L. Corcoran, Jr. - *Eufaula, AL*
B. E. "Sonny" Davis - *Cottondale, FL*
R. Bowen Flowers, Jr. - *Tunica, MS*
Kent D. Fountain - *Surrency, GA*
Jerry L. Hamill - *Enfield, NC*
Jeffrey J. Hux - *Sikeston, MO*
B. Bryan Jones III - *Yazoo City, MS*
George LaCour - *Morganza, LA*
John B. Laney, Jr. - *Lyon, MS*
Lawrence C. Long - *Indianola, MS*
Larry R. McClendon - *Marianna, AR*
Phillip H. Murray - *Axson, GA*
I. M. "Mike" Newberry - *Arlington, GA*
John Nolan Newcomb - *Osceola, AR*
Thomas A. "Tap" Parker - *Lake Providence, LA*
Kim D. Rentz - *Colquitt, GA*
Lowry E. Robinson - *Osceola, AR*
Frank B. Rogers III - *Bennettsville, SC*
Warren W. "Tutt" Sullivan - *Tunica, MS*
Hugh H. Summerville, Jr. - *Aliceville, AL*
K. Michael "Mike" Tate - *Huntsville, AL*
W. Stewart Weaver, Jr. - *Proctor, AR*
James L. "Jimmy" Webb - *Leary, GA*
Marty E. White - *Jonesboro, AR*
W. Allen Whitehead - *Ashburn, GA*
J. Bradley Williams - *Burlison, TN*
John H. Willis - *Brownsville, TN*

Grower Meeting Schedule

Sikeston, MO
Wednesday, January 7
11 a.m.
Cheers Bar & Grill

Lake City, AR
Wednesday, January 7
6 p.m.
Riverside HS Cafetorium

Brownsville, TN
Thursday, January 8
8 a.m.
First South Bank

Athens, AL
Thursday, January 8
Noon
First National Bank

Edenton, NC
Tuesday, January 13
Noon
Nixon Catering

Halifax, NC
Tuesday, January 13
6 p.m.
Ralph's

Dunn, NC
Wednesday, January 14
8 a.m.
Triangle South Enterprise Center

Bennettsville, SC
Wednesday, January 14
Noon
Landmark Restaurant

Metter, GA
Thursday, January 15
11 a.m.
Bevericks

Tifton, GA
Thursday, January 15
5 p.m.
Tift Co. FSA

Leary, GA
Friday, January 16
11 a.m.
The McLendon Barn

Clarksdale, MS
Monday, January 19
11 a.m.
Knights of Columbus

Ferriday, LA
Tuesday, January 20
11 a.m.
Panola Woods CC

Indianola, MS
Tuesday, January 20
6 p.m.
Capps Center

Columbus, MS
Wednesday, January 21
11 a.m.
Ramada Inn

Reichle Named Vice President - Marketing



Hank Reichle

Henry N. "Hank" Reichle was promoted to Vice President - Marketing for Staplcotn at the Annual Meeting on September 17, 2014. A Columbus, Mississippi, native, Reichle holds a B.A. degree in Accountancy from the University of Mississippi. He worked at Ernst and Young in Memphis from 1997-2001 as a staff auditor. In 2001 he accepted a position with the newly formed internet-based cotton exchange, The Seam, as corporate controller and was soon promoted to Chief Financial Officer.

In 2004 Reichle joined Staplcotn and in 2005 assumed the position of Senior Director of Export Sales. Reichle was promoted to Vice President of Export Sales and Market Administration in 2010 and to his current position in September of 2014. He is responsible for overseeing and coordinating all of the cooperative's global marketing activities.

Reichle serves on the board of Cotton Council International and is a National Cotton Council of America delegate. He and his wife Merritt live in Greenwood with their three sons Ethan, Jack, and Britt.

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Representation on the Field

The 2014 football season resulted in much attention and excitement in the south this year. But, Staplcotn Cotton Specialist Tom McKee had his own reason for excitement. Two of his most loyal growers, Mose Andrews and Rick Hendricks, had representation on opposing sides of the field during the Mississippi State/South Alabama game held in Mobile in September. This game was one that McKee couldn't miss.

Rick's son, Rush Hendricks, starting tight end for the South Alabama Jaguars, was playing against Mose Andrew's nephew, starting offensive lineman Blain Clausell of the Mississippi State Bulldogs.

Both men's biographies are impressive. Hendricks was voted the Sun Belt Conference Male Postgraduate Scholar – Athlete of the year in 2013. Clausell was a three year starter going into his senior year and had the opportunity to play alongside All American and 2014 NFL Draft second-round selection, Gabe Jackson.

McKee remarked, "Rick and Mose were two of my first growers to sign up with me in 1998 and have been loyal Staplcotn members ever since. It was an honor to go see their boys play. I'm so glad that they both had great seasons and will both be able to go to a bowl this year. Blain will be going to the Orange Bowl and Rush will play in the Camellia Bowl."



L to R: Tom McKee, Rush Hendricks and Rick Hendricks



L to R: Mose Andrews, Blain Clausell, and Tom McKee

Staplcotn

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Staplreview is published as a service to members of Staplcotn.

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